

thankyou.™

WHY THANKYOU?

Change the world with a group of passionate and determined people.

We're a social enterprise that commits 100% of profit from our consumer products to end global poverty. Some say we're taking on the impossible. So it's a good thing the team believe impossibility is only someone's opinion, not a fact.

Today, our water, personal care and baby products are stocked in over 5,500 outlets in Australia and New Zealand, including all major supermarkets. Through hard work and determination, our personal care range has numerous products that are market leading, and others heading in that direction. Through this, we've given over \$5.8 million to help get safe water, toilets, food aid and child and maternal health programs to over 785,000 people in need in 20 countries.

At Thankyou HQ in Collingwood, Melbourne, we're focused on creating and delivering world-leading personal care products that surpass the expectation of our customers and enhance the Thankyou brand for one purpose only: the end of extreme poverty.

Everyone who joins our team is committed to bringing their unique fingerprint so that, together, we can achieve our purpose: to empower humanity to choose a world without poverty. We know that humanity is a lot of people and poverty is extremely complex, so we need the world's best minds and hearts in our team to be able to take on the impossible and see our dreams become a reality. Is this you?



WHY WORK WITH US?

PEOPLE

We are innovators, dreamers and change makers.

CELEBRATIONS

We celebrate special events and achievements together. We always want our team to feel as valued as they are!

FUN

Whether it's nerf wars, squat o'clock or rooftop lunches, we know working hard needs to be balanced out by having fun if we're going to change the world.

HQ

Located in Collingwood, we have a stylish, open-plan office to foster collaboration, all within walking distance to some of the best coffee Melbourne has to offer.

WELLNESS

Our kitchen is stocked with healthy snacks to make sure our team are powered throughout the day, employees have access to EAP counselling services and every so often the three minute angels come to give us all massages.

SALARY SACRIFICING

We offer salary sacrificing of general living expenses and entertainment costs which means you get to change the world and keep your disposable income.



MARKETING & COMMUNICATIONS MANAGER

Location: Collingwood, Melbourne Victoria

Position: Full-time, Permanent

WE ARE LOOKING FOR

- At least 7 years' experience in the marketing or communications field, ideally within the FMCG industry
- An excellent communicator and storyteller
- Proven experience with managing successful large-scale marketing and advertising campaigns and events
- A creative and innovative thinker who is able to think big picture while also being across the detail

THE OPPORTUNITY

As someone that is passionate about seeing the effects of poverty end in our lifetime, you will use your skills and knowledge to assist the growth of Thankyou Australia and New Zealand through its marketing and communications activities.

You will develop and drive marketing and communications activity to reach new consumers, engage their hearts and minds, drive product sales and ensure that Thankyou becomes a household brand name in Australia. You will be a master storyteller that can tell compelling stories about our products and in a range of formats to excite existing and new consumers. You will be passionate about understanding who our customers are to make sure that all our activity is focused and targeted to see the best possible results. You will work with agencies and internal stakeholders to come up with campaign ideas that deliver results and the Thankyou effect.

Your responsibilities will include:

- Implementing and leading Thankyou-style campaigns and marketing activity for Thankyou's products that gain awareness, build brand equity and drive sales
- Leading the marketing and comms team to achieve KPIs, and develop team members
- Managing relationships with agencies and media to generate positive coverage of Thankyou's products through PR and sampling
- Understanding market research to influence marketing and campaign strategy
- Protecting the Thankyou brand by ensuring all products and external outputs from your team align with the company values and beliefs

CONTACT

Please send us an email (careers@thankyou.co) with your CV and your cover letter answering these questions:

1. What's your favourite Thankyou campaign and why? What do you think was the strategy behind it?
2. What makes for a successful product campaign internally and externally?
3. What's a product campaign/launch you admire and why?